



# SCOLIOSIS CORRECTION SYSTEM



The first and only non-rigid corrective brace for idiopathic scoliosis is now available for the first time in the Inland Empire!

## BREAKTHROUGH TREATMENT

In a study done by St. Justine Hospital, on 95 patients who received the SpineCor brace, 76 patients improved their cob angle, 14 remained stable, and 5 reported a worsened condition. However, those 5 may have experienced further deterioration with a hard brace or no brace at all. While 10% of all scoliosis patients require surgery at some point, after 5 years weaned off of the SpineCor brace, 61% of patients recorded permanent spinal correction, 36% stabilized, and only 2% experienced weakening of their spinal angle.

SpineCor can be used for symptomatic relief from pain caused by Scoliosis.

To find out more call or visit us today!

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# valley notes

By Amy Bentley



## Young entrepreneur

Valuable lessons learned through business

**W**hen you first enter the Temecula home of Jason O'Neill, you notice that the kitchen island is covered with neatly organized piles of art supplies: pencils, Styrofoam balls, glue, pipe cleaners and other items.

Jason, 11, uses these things to make thousands of Pencil Bugs, cute little critters that attach to the end of a pencil. Jason invented Pencil Bugs in 2005 to sell at a craft fair. These days, he sells them at craft fairs, the farmers market in Old Town, at Albertson's stores, and online at pencilbugs.com. He's even made red and green Christmas Pencil Bugs as stocking stuffers, and has used the Pencil Bugs logo – which he developed – on T-shirts and laminated bookmarks.

"I like homework and wanted others to like it too so I thought this would make it fun," says Jason, noting that it's easy to lift the bug off the pencil so you can still use the eraser.

Jason, who will enter sixth grade later this summer at Day Middle School, has become a celebrity of sorts in the Temecula Valley. He's been featured in the local newspapers and has spoken about being a young entrepreneur to elementary school classes, the Kiwanis Club and on an online radio talk show. He appeared on a kids' TV game show and spoke to the children connected to the Hugs Foster Family Agency in Temecula, to whom he donates 5% of his proceeds from Pencil Bug sales. He says he especially chose Hugs because he gets to decide what the money he donates is spent on, and it all goes directly to the kids. He usually chooses clothing or toys for the children.

Jason's parents, Nancy and Don O'Neill, support their son and help deliver purchases to online buyers. To the O'Neill family, especially Jason's parents, the value of their son's business isn't the money it makes – Jason says he puts it all back into buying more Pencil Bugs sup-

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Photos courtesy of the O'Neill family

# Expressions

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## valley notes

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plies plus the charity donation – it's the valuable lessons in life Jason is learning.

He's learned about the work and responsibilities of running a business; having and maintaining a website (his mom designed it); obtaining a business license and paying business taxes (his dad helps with the financial stuff); public speaking; buying large amounts of materials; selling and marketing; and charity. He's also had a few hard lessons, his parents say, dealing with a handful of nasty school kids who don't appreciate or understand Jason's hard work.

Jason's future goals include finishing school; finishing a book series; developing and selling a board game, video game and card game; creating a Pencil Bugs stuffed animal; growing up to be a video game designer; and, who knows – maybe getting a Pencil Bugs television show or movie. He points out that SpongeBob SquarePants started out simply as someone's idea or drawing of a funny-looking yellow sponge guy – and ballooned into a huge industry.

Says Jason's mom, "He has big plans."

### Camp Bow Wow

Camp Bow Wow, a leading doggy day care and boarding franchise in the United States, has opened a camp in Temecula.

"We are the first Camp Bow Wow in California so we are educating the client on the value proposition of our services," franchise co-owner Terri Sassone says. Camp Bow Wow recently sold its 175th franchise, boasting 189% average growth year over year since it began franchising in 2003, according to Camp Bow Wow. California is the 14th state in the U.S. to open a camp.

Camp Bow Wow offers a camp-like setting for canine clients who play indoors and outdoors. Camp Bow Wow, Temecula, is located at 42192 Sarah Way, 951.587.2267. Visit [campbowwowusa.com](http://campbowwowusa.com) or [temecula@campbowwowusa.com](mailto:temecula@campbowwowusa.com).

Amy Bentley is managing editor of Inland Empire Family Magazine's sister publication, Southern California Home and Outdoor Magazine.

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